

TERMS OF REFERENCE

BRANDING STRATEGY

The word 'brand' has been used in business, marketing and advertising to distinguish the product of one unique seller from another. Today, we are living in a world of 'customisation' in which customers opt for a product based on their desirability and according to their favourability and loyalty to a particular product, due, perhaps, to the unrivalled quality of the brand. Given this scenario, higher institutions share similarities with business products, as the core business and product of an educational institution are teaching and learning.

Guideline on how to build a compelling Taletso TVET College brand? (Holistic look at the college)

A. College image revitalation (Research community perceptions):

1. Integrate mission with messaging
2. Develop strategic value propositions.
3. Establish a distinctive voice and tone.
4. Create a strong visual identity.
5. Create a comprehensive style guide.
6. Study your competition

Logos and colours are tangible things that we can wrap our heads around. However, an education brand is an abstract, intangible reality that you cannot quantify or show someone. Tangible, visual brand elements like logos and taglines are necessary to convey or reinforce your brand.

Build a brand promise based on **academic offerings**, student experience, or an institution's prestige. Develop brand strategies that reflect the emotional and psychological dynamics of an educational institution as a whole.

How do you brand for Taletso TVET College?

Build a brand promise based on academic offerings, student experience, or an institution's prestige. Develop brand strategies that reflect the emotional and psychological dynamics of an educational institution as a whole.

Why is branding important at Taletso TVET College?

Branding is important **because it makes the concept of higher education more tangible, promising a certain quality of experience.** With the right college branding campaign, you can reaffirm your student's decision to spend their money on whatever the college has to offer.

Branding ideas that can make your Taletso TVET College standout:

- Define our differentiator.
- Create a unique concept.
- Use the right tone and colours.

- Be consistent with colours and texts.
- Create a welcoming aura.
- Show history into your College's branding.
- Align our college's vision with our audience.

SPECIFICATION

Uniformity – Central office, campuses signage (erected electrified brick and mortar off the roads/entry points), security dwellings, common identifiable colour for the college

1. Research perceptions (community, students, staff, etc)
2. Broad land scraping (from the streets to our immediate internal environment)
3. New look college logo (less is more) (submit sample options), easy to embroil/high quality/visible (
4. Full cover branding of vehicles (per vehicle)
<ul style="list-style-type: none"> • Mini bus
<ul style="list-style-type: none"> • Sedan
<ul style="list-style-type: none"> • Bakkie (single cab)
5. Branding of main entrances – central office and 3 campuses)
6. Branding of reception areas (per reception)
7. Sample of embroidery (:cotton (50% plus) and polyester
<ul style="list-style-type: none"> • T-shirt (white)
<ul style="list-style-type: none"> • T-shirt (Powder blue)
8. Standard advertising digital screen (to own) (to be mounted on brick and mortar, including installation)
9. Propose new colours for the college (show image)
10. Rebranding:
<ul style="list-style-type: none"> • Boardroom
<ul style="list-style-type: none"> • Auditorium
<ul style="list-style-type: none"> • Reception
11. Signage:
<ul style="list-style-type: none"> • Directional
<ul style="list-style-type: none"> • Office
<ul style="list-style-type: none"> • Occupied./Not occupied- boardroom
<ul style="list-style-type: none"> • Warning (drugs, guns) at entry points, etc.
<ul style="list-style-type: none"> • Exam – e.g. in progress/silence
<ul style="list-style-type: none"> • Designated areas e.g., assemble points/smoking
<ul style="list-style-type: none"> • Standard national road
<ul style="list-style-type: none"> • Standard billboard

PRICING SCHEDULE

tem	Description	QTY	Price (including VAT)
1	Research perceptions (community, student, staff, etc.)	1	R
2	Broad land scraping (from the streets to our immediate internal environment)	1	R
3	New look college logo (less is more) (submit sample options), easy to embroil/high quality/visible	1	R
4	Full cover branding of vehicles (per vehicle): <ul style="list-style-type: none"> • Mini bus • Sedan • Bakkie (Single Cap) 	1 1 1	R R R
5	Branding of main entrances – central office and 3 campuses)	1	R
6	Branding of reception areas (per reception)	1	R
7	Sample of embroidery (:cotton (50% plus) and polyester: <ul style="list-style-type: none"> • T-shirt (white) • T-shirt (Powder blue) 	1 1	R R
8	Standard advertising digital screen (to own) (to be mounted on brick and mortar, including installation)	1	R
9	Propose new colours for the college (show image)	1	R
10	Rebranding: <ul style="list-style-type: none"> • Boardroom • Auditorium • Reception 	1 1 1	R R R

11	Signage: <ul style="list-style-type: none"> • Directional • Office • Occupied./Not occupied- boardroom • Warning (drugs, guns) at entry points, etc. • Exam – e.g. in progress/silence • Designated areas e.g., assemble points/smoking • Standard national road • Standard billboard 	1 1 1 1 1 1 1 1	R R R R R R R R
	BID PRICE (INCL. VAT, DELIVERY AND INSTALATION)		R